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The
STORAGRAM
JANUARY
1927

KAUFMANN'S

THE BIG STORY FIFTH AVENUE PITTSBURGH, PA. ATLANTIC 1000



*May your hope ships ride
Good fortune's tide,
To bring to you wealth,
In purse and health.*

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's "The Big Store"; printed and bound in our own printing shop

Vol VII

Pittsburgh Pa., January

No. 12

The Game's The Thing!

In this issue are given the judges' decisions on the several contests held during the International Exposition. Those who received the prizes are pleased and are to be congratulated—but no more so than everyone who entered the competition. For nine-tenths of the joy of a game is in the playing.

Everyone who submitted an essay gained something in new information and in the fun of competing. Their efforts were not lost. In this case, as in every contest, the reward is not only to the prize-winners but to all who enter and play the game well.

The year 1927, as all other years, will be a kind of obstacle race. We all have handicaps—we all have advantages. Entering the race with the feeling that we are going to enjoy it, whether or not we come out at the head, will make our tasks much easier, and give us a reward which no one can deny us—a real joy in our work and in our play.



Farewell Dinner for Mr. Abbott

On Thursday evening, December 16, the Buyers' Association held a dinner in honor of Mr. Sol Abbott. Mr. Abbott, who had been merchandise manager for Kaufmann's for thirteen years, left the first of January for New York where he will begin similar work with Stern Brothers.

Mr. Cohen, president of the Buyers' Association, opened the meeting and then turned it over to Mr. Joseph Meyers, who acted as toastmaster in his own inimitable, amusing way.

Mrs. Hale, the first speaker, gave a brief, interesting talk in which she praised Mr. Abbott as a merchandise manager (after he had become general merchandise manager he continued to merchandise the Art Needlework department) and also threw some new lights on certain amusing incidents of a trip to Europe. She particularly stressed Mr. Abbott's sincerity and helpfulness and "straight from the shoulder" action on all problems.

Mr. Clarkson, Mr. Weston and Mr. Goldstein spoke—all of them expressing their appreciation of Mr. Abbott's abilities and of the pleasure of working with him. Mr. Goldstein "read" his paper in the "Abbott style." As usual he had everyone chortling over his wit, but ended with a sincere tribute to Mr. Abbott.

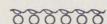
Mr. I. D. Wolf spoke for himself, for Mr. E. J. Kaufmann (who could not be present because of illness) and for the members of the Buyers' Association. He talked especially of the way in which Mr. Abbott had helped the store and expressed the wishes of all his associates in Kaufmann's for the greatest success for Mr. Abbott in his new work. Then he presented Mr. Abbott with a set of beautiful dress studs and cuff links.

The impression that the Kaufmann ideals and principles of business had made on him was the main theme of Mr. Abbott's talk. He said that wherever he went he would find them worthy ideals. He urged the buyers to continue to give their greatest cooperation to the man-

agement in carrying out its merchandising aims.

Music by Caputo's Orchestra and several delightful songs by Miss Minneman added to the success of the evening.

The Storagram expresses the feeling of all fellow-workers in bidding a regretful farewell to Mr. Abbott and wishing him all good fortune in his new position.



New Opening Hour

From the Office of the General Superintendent

We are pleased to announce that beginning January 3, 1927, and continuing until further notice, the doors of our store will open to the public thirty minutes later than at present.

The following schedule will go into effect on the morning of January 3rd.

The first bell will ring at 8:45 at which time the departments should start to prepare for business.

At 8:50 the second bell will ring twice.

At 8:55 the bell will ring three times.

All fellow-workers reporting between 8:50 A. M. and 8:55 A. M. shall be required to have the Floor Superintendent O.K. their time cards.

Any fellow-workers reporting after the third bell or 8:55 shall be required to go to the Superintendent's office on the 10th floor with their time cards for O.K.

The lunch period will be forty-five minutes as at present.

Because of the later opening there will be no train passes issued for the morning.

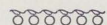
12-22-26

O. M. KAUFMANN.

We are sure that everyone was delighted when the official notice of the new time schedule was posted.

Not the least of the blessings connected with the new hour of opening is a chance to get that last minute's sleep which we all long for on these cold winter mornings and to drink our coffee without getting a burnt tongue.

Seriously, we are sure that all fellow-workers appreciate the new time schedule, and will prove their appreciation by being in the store at 8:45, so that all departments will be ready for business at nine o'clock.



Berger-Heyman

A wedding of interest to everyone in the store, especially to the fellow-workers of the fourth floor, was that of Miss Pauline Berger to Mr. Herbert Heyman. Miss Berger is buyer of the women's gown department and Mr. Heyman, merchandise manager of the women's ready-to-wear departments.

The wedding was a quiet home affair at eight o'clock on the evening of December 8. The bride was given away by Mr. E. J. Kaufmann. She was very lovely in a white satin gown with a long veil of tulle, Duchess lace and orange blossoms. Mr. and Mrs. Heyman took a trip south, and were back in the store before Christmas. We wish them many years of happiness.

Displaymen of Kaufmann's

Certainly there is not one of us who has not admired the windows or some particular display in the store. Our store's appearance was especially beautiful during the last two months of 1926, when the windows and all departments were dressed in their finest array for the International Exposition and for the Christmas season. Mr. Archie Greiner and his staff of eleven decorators are responsible for much of the attractive appearance of the store.

Most of us know at least several of this group for they work in every department from the Basement to the top floor. The list shows a note worthy record of years of service. With one or two exceptions, all of them have received their training in the art of display right in this store. Mr. Greiner, head of the department almost has grown up with the store, having been displayman in Kaufmann's for twenty-five years. His assistant, Mr. Seibert, has been here fifteen years. The rest of the staff whom these two "old timers" have trained in display are: Mr. Brandt, who has seven years in the Big Store to his credit; Mr. Dotis—six years, Mr. Bruckmiller—five years, Mr. Damina—seven years, Mr. Frye—fifteen months, Mr. Gusky—six months, Mr. Barnisher—one year, Andy Helfrich—two years, Mr. Moscowitz—six months, James Stepanovic—three years.

Mr. Greiner and his staff plan and arrange the displays in all the windows (thirty in number) and in several hundred show cases in the departments, as well as taking care of shelf headings and many other displays all over the store. Throughout the day and after store hours you can see one or another of these men working with the tools and materials of their craft, producing an arrangement that will attract and please the most fastidious eye. Their task is not an easy one for they must be both artists and workmen. The excellent displays from day to day prove how successful they are in their work.



FOR THE BUREAU OF ADJUSTMENT

Kaufmann's,
Pittsburgh, Pa.
Dear Sirs:

I was very much pleased at the attention and promptness you accorded a complaint I made two weeks ago incidental to a Christmas present purchased at your store. I bought a pin and earring set in the jewelry department, and when several days elapsed without the package being delivered, I called the adjustment department and told them of the matter. They promised to trace the gift, but, to be frank, I had small hope of its being located in the rush and muddle of Christmas deliveries.

The very next evening at six o'clock a special messenger delivered the box to my home. I certainly appreciate your courtesy and efficient promptness.

Sincerely yours,

R. G. ECKHART

Try a Book of Biography

Play is a pastime
Work is a satisfaction
Food is an essential
Sleep a remedy;
A friend is a pleasure
A book is all five.

—*The White Star*

Often one will ponder over the question "Is it worth the price to work, fight and sacrifice for our ideals and ambitions?" If one hesitates before replying, why not read the biographies and autobiographies of those who have succeeded and we can readily understand how they can express such words as these:

"If a man is working at something he likes, he is bound to work hard at it, and then the money comes. Worrying about money is about the worst thing a man can do—it takes his mind off his work."

From "Henry Ford's Own Story."

These words of business psychology are taken from "The Americanization of Edward Bok."

"Come down to the level which the public sets and it will leave you at the moment you do it. It always expects of its leaders that they shall keep a notch above or a step ahead. The American public always wants something a little better than it asks for and the successful man in catering to it, is he who follows this Golden Rule."

Madame Calve, former opera star, in her book "My Life" gives her maxim of success. "One must have tenacity of purpose, courage and unflagging energy to follow one's ideal and to refuse the easier and safer courses that are constantly opening up along the way."

A theory of a great man: "Almost any man can do a great deal, if he will, by getting the utmost possible service out of the qualities that he actually possesses. The average man who is successful—the average statesman, the average soldier, the average public servant, who wins what we call great success—is not a genius. He is a man who has merely the ordinary qualities that he shares with his fellows, but who develops those ordinary qualities to a more than ordinary degree."

From Thayer's "Life of Theodore Roosevelt."

To James J. Davis, character building is synonymous with metal purification in this quotation from his autobiography, "The Iron Puddler." "Now the task is to purify men as we purified metals. Men have dross in their nature. There is greed and malice in all of us. But also there is the real metal of brotherhood. Our task is to puddle out the impurities so that the true iron can be strong enough to hold our civilization up forever."

All these books and other biographies that you will enjoy are in our own Library. You will find them more interesting than a novel and full of ideas that you can be sure are sound because they have been tested by years of experience.

—LIBRARIAN.

Poster and Essay Contest



Group of Poster Contest
Prize Winners



First Prize, Group A

The school poster and essay contest which closed November 27th had thousands of entrants from schools all over the city, both in the essay and poster groups. The subject of both was Kaufmann's International Exposition of Arts and Industries. The Exposition offered unusual ideas for the young writer or artist and the essays and posters submitted showed how excellently they had interpreted the spirit of the Exhibits.

Each contest was divided into two groups. Division A was open to students of the Senior Schools, grades 10, 11 and 12; Division B was open to students of the Junior High Schools and elementary grades 7 and 8.

The posters, which were done in colors on 22" x 28" or 20" x 30" cardboard were judged for their originality of idea, effectiveness in conveying the idea, and the merit of the drawing. The posters which won first prize in Division A and Division B are shown on this page and give an idea of the unusually good work that was submitted. The awards were as follows for the posters:

DIVISION A

First Prize—Kathryn Kunzler—\$25.00
Langley High School Art Fund—\$40.00
Second Prize—Adolph Falk—\$20.00
South Hills High School Art Fund—\$25.00
Third Prize—Arthur Trimmer—\$10.00
Langley High School Art Fund—\$15.00

Besides these prizes, there were ten additional awards of \$5.00 each in Division A.

DIVISION B

First Prize—Jean Glasser—\$20.00
Langley High School Art Fund—\$35.00
Second Prize—Dixon Corbeth—\$15.00
Langley High School Art Fund—\$20.00
Third Prize—Gwendolyn Clark—\$10.00
Gladstone Junior High School Art Fund—\$15.00

First Prize, Group B

In this division, there were also ten additional awards of \$3.00 each.

The essays were judged on the contents (what the writer gleaned from the Exposition) and the form in which it was written. The essay awarded first prize in Group A, called "Gift Shop Images" reveals a keen imagination and an unusual appreciation of the beautiful gifts gathered from all parts of the world. The first prize in Group B gives the student's general impression of the Exposition. We regret that we do not have the space to print these compositions.

Prizes were awarded to the following entrants, and to the schools which they represent:

DIVISION A

First Prize—Agnes Seifert—\$15.00
Schenley High School Art Fund—\$20.00
Second Prize—Sarah Hirshman—\$10.00
Schenley High School Art Fund—\$15.00
Third Prize—Jane Graham—\$8.00
Allegheny High School Art Fund—\$10.00
And ten additional awards of \$5.00 each.

DIVISION B

First Prize—Birhl Lewis—\$12.00
J. M. Conroy School Art Fund—\$20.00
Second Prize—Irwin Kwall—\$ 8.00
Bellefield School Art Fund—\$20.00
Third Prize—Evelyn Truxell—\$5.00
Brookline School Art Fund—\$10.00
And ten additional awards of \$2.00 each.

The divisions for the essay contest in the Parochial Schools was slightly different. Division A was open to any pupils under ten years of age. Division B was open to the pupils of the higher grades from eleven to sixteen years.

The awards for the Parochial Schools were:

DIVISION A

First Prize—\$15.00
Cecelia Hess—Holy Angel School
Second Prize—\$10.00
Ida Verno—Holy Angel School
Third Prize—\$5.00
Paul Felix—Holy Angel School

DIVISION B

First Prize—\$25.00
Mary M. Martin—St. Bridget's School
Second Prize—\$20.00
Mary Odato—Holy Angel's School
Third Prize—\$15.00
Francis Leix—Assumption School

There were ten additional prizes of \$5.00 and ten of \$2.00 awarded in this group.

Anyone looking even casually at the essays submitted by the schools must have been impressed by the amount of information and the new and broader views which the pupils had gained from the International Exposition. Not considering any of the other numerous benefits of the Exposition, this one thing alone would have made it of inestimable value to the community.

Indigestion—A Misnomer

Indigestion is a very frequent complaint and as far as the medical men are concerned it is meaningless. Any distress or pain in the chest or abdomen is frequently termed by most individuals as "Indigestion." It is not a definite disease, but it may be a symptom of almost any disease in the body, namely, Appendicitis, Gall-Bladder inflammation, Gastritis, Colitis, Heart diseases and the like. Very frequently one reads in the newspaper of death cause by Acute Indigestion. That is a mis-statement as the individual usually dies of some heart condition.

When one is subject to frequent attacks of pain or distress in the abdomen or chest, he or she should have a complete study of their heart, stomach and colon. This complete study should consist of a complete physical examination, an X-ray of the Stomach, Gall-Bladder and Colon, Gastric analysis and examination of feces, urine and blood.

It is also important for one to analyze his own symptoms before seeking advice. The location, type of pain (whether sharp or dull), the duration or relation to meals, if any, are some of the important points which may aid the physician in giving a definite diagnosis, and this after all is what the patient desires. To make my point clear it is much better for the patient to say, "I have a sharp pain in the middle of my abdomen that travels directly backward and continues for about an hour. It occurs about one-half hour or so after eating." Such a statement means much more than the one—"I have indigestion."

—LAWRENCE WECHSLER, M.D.
Health Department.

"Zeke"

"Christmas bein' over now, let's not wear our new forenhands 'cept on Sunday," says Matz.

You kin start in February jist as well as January t' make and break reserlutins.

A pessamist is a buyer what overbuys and then kicks cause he has so much t' load Drake's tables with after the rush.

NO! Cavanaugh didn't walk t' Canton. He jis asked Drake how fer and which way so's t' know how long it'd take t' make th' round trip—and he made good time.

After all—maybe it wasn't Bert Traub that et th' winder frames an' corners offen th' chocolate block house of Mrs. Daubner's.

Arch Greiner says "they is too much argiment 'bout how th' flag hangs, an' not 'nough thinkin' 'bout why it hangs.

Dr. Solider in' drugs says "'Bout th' best way t' handle crooked office holders is t' catch 'em 'fore they git into office."

Miss Lemon in the stationery department refused it—so he had a colored set put in.

Mr. Divenney says "Some drivers gits into so many wrecks that their car can't pass a wreckin' car without stoppin'."

Miss Burkhardt remarked last evenin' that "next t' interest there ain't nothin' that adds t' itself like a grouch."

O'Donnell says "it ain't a question o' Wills bein' a *has bin*—'cause he never *was*."

Miles says "they ain't no use t' try t' foller no etiket rules 'round revolvin' doors."

A seventh floor floorman remarked last week that it's gittin' so that we don't know whether th' stage 'll have t' uplift th' people or th' people uplift th' stage.

A little girl in notions said "th' tears that is the most sincere are never seen."

Mr. Adelsheim declares that after a feller that's on a diet reads over th' list o' things he ain't supposed t' eat, 'bout th' only thing left for him t' chew on is a broom.

One of the' veterans o' th' store says he can remember when th' conversation at social functions was drowned out by the rustlin' o' silk skirts.

Miss Giltenbooth says "there ain't nothin' makes a doctor feel worse than t' recommend th' removal o' tonsils an' find they've already bin moved."

Early American in Women's Gloves

By LUCINDA DARBY

How many women have pursed their lips over that all important question—"And now the gloves!" Why, away back in 1675 brides thought so much of their wedding gloves—I should say mitts rather than gloves as they were fingerless—that they sent to England for them. And the glove was very much worth waiting for. It was of white kid, twenty-two inches long, and very wide at the top. If it were very chic it would probably have three drawing strings with gilt tassels. These would be run in welts about two inches apart around the top of the glove, and could be drawn into puffs above the elbow. A full edging of white Swiss lace and a pretty design of dots made in gold thread on the back of the hand would finish this very decorative article of dress.

That for madame; although the plain woman of the country was every bit as fastidious about her gloves. From 1750 to the Revolution she wore long elbow gloves that came up under the one, two or three ruffles of the sleeves of her holiday dress. These she fastened with what were called glove-tighteners, made of black horse-hair.

Gloves of the Eighteenth Century served other purposes than that of satisfying my lady's vanity however. Black gloves, or funeral gloves as they were called, were sent broadcast to all friends of the deceased. It was a common saying of the time that "None of 'em of any figure but what had gloves sent to em'."

At the funeral of the wife of Governor Belcher in Boston in 1736, over 1,000 pairs of gloves were given away. Often several hundred would be given away.

By 1769, when liberty was in the air, gloves showed the influences of the times. They were made in America and of American materials. It was proposed that mourning gloves should be stamped with a suggestive design such as the Liberty Tree.

An entry in a newspaper of the year 1801 shows that madame was still very much interested in the covering of the hand; and that percale and linen gloves were the vogue. Gloves of this material became the rage about the year 1815. At this time the sleeves of madame's dress hung over the tips of her fingers; and she often wore long detached sleeves which were finished at the hand in a sort of mitt. Sometimes she wore long gloves which reached to the shoulder like sleeves. These would be cut at the hand only enough to leave the finger tips exposed; and were sometimes of kid. A favorite model was a plum-colored embroidered kid.

In the much talked of Mauve Decade—the purple nineties—the wearing of gloves was as much of a social propriety as keeping one's ankles out of evidence. Arms and legs were equally inelegant; and so the glove served a two-fold purpose. It was a body covering and an expression of the season's mode.

Yes, madame has always been intrigued by gloves. Today, released from any social pressure to wear gloves she remains their fascinated slave.

—From "The Glovers' Review."

(Contributed by Miss Griffin)

Honor Roll for Wrappers and Packers

Best Records for Week Ending December 11

Floor	PACKERS	No. Packages
First.....	Catherine Young.....	949
Third.....	Anna Cyganik.....	616
Fourth.....	Francis Satula.....	679
Fifth.....	Molly Weber.....	840
Seventh.....	James Finnegan.....	823
Eighth.....	William Kavachek.....	670
Ninth.....	Fred Stoops.....	939
Eleventh.....	Frank Bisiada.....	436
Twelfth.....	Constance Carmichael.....	866
N.S.S.S.....	Robert Tenny.....	2314
Forbes.....	Marie Salmon.....	1011
Forbes.....	James Minnahan.....	801

WRAPPERS

First.....	Helen Meenihan.....	2315
Second.....	Pearl Skirpan.....	2094
Third.....	Agnes Lobert.....	2030
Fourth.....	Katherine Medairy.....	1194
Fifth.....	Gladys Malone.....	1627
Sixth.....	Sophie Martin.....	3784
Seventh.....	Ethel Weir.....	961
Ninth.....	Hazel Butkus.....	1085
Tenth.....	Mary Diskin.....	1341
Eleventh.....	Ruth Sherlock.....	524
Basement.....	Beatrice Honey.....	2446
Central.....	Tilda Britton.....	2006

Time to be Pleasant

Kaufmann's,
Pittsburgh, Pa.

As a patron of Kaufmann's Store, and especially of the Girls' Department on the third floor, I wish to write and express my appreciation of one saleswoman in particular.

It just occurred to me that it wouldn't be a bad idea to tell you that if all your clerks were as pleasant and courteous as Mrs. Pastory that I would never buy elsewhere. I came upon her accidentally a year ago and since then have bought everything worn by my two little girls. Nothing is too much trouble for her no matter how busy she is.

Last Saturday I waited for her, and there were many others doing the same thing, but when she saw me she had time to be pleasant although so very rushed.

Sincerely,

MRS. MARION ROSCOE.

There is a price tag attached to every act of our lives—the trouble with most of us is that we do not look at the figures until after we have made the purchase and then we find we have overdrawn our account and grieve over the expense.

The Storagram

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PEGGY WEILAND, GEORGE DETRICH, ARTISTS

JANUARY 1927

Don't Hide Your Light!

THE STORAGRAM always welcomes contributions of amateur cartoonists and special feature writers. Our reporters are usually very faithful in turning in department news, but they may not have the time to write special articles nor the talent to draw sketches or cartoons.

If you are clever with the pen—in writing or drawing—let your light shine forth in THE STORAGRAM. Why not illustrate the news that your department reporter gathers and make your news column an outstanding one?

Send any special articles or drawings to the Storagram Editor, Training Department, or come up and talk over your ideas.

Talk It Over

Many problems confront us which we do not feel able to solve alone and on which we would like to have advice. Often we have some good ideas which we are timid about putting forward because we wonder what an older or more experienced business man would think about them. Sometimes incidents occur which annoy us; we hesitate to say anything and brood over them. Then we are likely to begin to think and worry about all these things.

Francis Bacon, politician, scientist, philosopher and writer of the sixteenth century was a man who thought for himself if anyone ever did, and thought about two hundred years ahead of his time. Yet his opinion was "that a man waxeth wiser more by an hour's discourse than by a day's meditation."

If such a man was helped by discussing his problems and ideas with others, certainly most of us can gain something by following the same policy. If you have a suggestion for an innovation which you think would improve the service, make a point of talking it over with someone who also knows about that phase of the work

and is interested in its improvement.

Are you ambitious and eager to take every opportunity for advancement? Discuss your aims with the head of your department, with the Employment Manager or the Training Department. They are willing and glad to help you untangle a difficult problem or to consider the practicability of a plan. A few minutes discussion may ease your mind and give you a new impetus to continue with a worthwhile idea.

Congratulations to the Radio and Furniture Departments

Mr. Edgar Kaufmann,
Kaufmann's,
Pittsburgh, Pa.

Dear Mr. Kaufmann:

It affords me great pleasure in writing these few lines regarding a purchase made at the Big Store a few months ago.

I was looking for a radio set and upon shopping around called at this department of your store and was met by Mr. Hornberger, manager of your radio department, and on his recommendation I selected a five tube Fada set which has been very satisfactory. However, like most products of this nature an improvement developed. I called on Mr. Hornberger and he very agreeably consented to meet my request and during the course of the conversation he expressed his desire to have a customer happy and contented with his purchase. This indeed displayed a very fine spirit and is the foundation of any successful concern, and the individual should command personal recognition. I also wish to mention Messrs. Herron and Friend for their courteous treatment during my visits to this department for information.

Again congratulating you on having this type of employees, I am

Very truly yours,

C. E. STEWART.

*

Mr. Brannigan handed this to the Editor with the comment—"Even the saints praise us."

Kaufmann's,
Fifth Avenue,
Pittsburgh, Pa.
Gentlemen:

We wish to thank you for the courtesy shown us in the chair you exchanged for us recently. We are very pleased and will want more of these chairs a little later.

It might interest you to know how we came to have an account with your store. One day last June we wandered into your store, looking around on different floors, admiring many things as we passed. (We were strangers in Pittsburgh.) One of the very courteous men to us that June day was a Mr. Brown in one of the furniture departments. It was a real pleasure to have him serve us and it was this unusual courtesy that made us want to have an account in your store. We have been very pleased with all transactions since patronizing the different departments and extend our best wishes.

Yours truly,

MR. AND MRS. W. N. ST. PETER.

Rewards To All Entrants



A GROUP OF FELLOW WORKERS WHO SUBMITTED ESSAYS

On Tuesday morning, December 21, the entrants in the store essay contest met in the private dining room and the prizes were given out by Mr. I. D. Wolf.

Before presenting the prizes, Mr. Wolf spoke of the importance of the cooperation of buyers, assistants and all fellow-workers in making the Exposition the success that it was. He especially commended the men and women who had written their impressions of the Exposition and expressed the hope that each one of them would continue to show such a willingness to cooperate and to use their best efforts in their work.

The prize winners were:

First —\$50.00—Miss Dorothy Krieger—
Lamp Dept.

Second—\$25.00—Francis Shoupe—
Advertising Dept.

Third —\$15.00—Alec Conway—
Forbes Service Station
THREE PRIZES AT \$5.00

Mrs. Mary Cashdollar Advertising Dept.
Charles Matz Floor Superintendent
Mrs. Jessie M. Rogers Gift Shop

TEN PRIZES AT \$1.00

Alice M. Davis Housefurnishings
Ethel Forbes Shopping Bureau
John Heilman Furniture
Catherine Zalac Cashier
Anne Dixon Ladies Shoes
Joanna McDonough Infants Wear
Mollie Berkowitz Main Office

Albert Lhota Furniture
Thomas E. Marshall Floorman
No. 1846 (Not yet identified)

HONORABLE MENTION

Esther Rosenthal Drugs
Mary Duchene Dress Goods
Edward Dorgan Advertising
No. 112 } (Not yet identified)
No. 1445 }

To those who received honorable mention and to all others who entered the contest, a book "One Hundred and One Famous Poems" was presented as a token of the store's appreciation of their interest and as a memento for them to have of the Exposition.

We congratulate these fellow-workers and every one who made the effort to consider just how the Exposition had impressed them and to put this down in writing. From the judges, we know that their task was not an easy one, and that they were very much pleased with the essays that were submitted.

FIRST PRIZE

"MY IMPRESSIONS OF THE EXPOSITION"

"To one interested in the progress of the world's civilization, perhaps one of the most encouraging and convincing indications of its upward trend is the development of altruistic tendencies in commercialism. And in the International Exposition of Arts and Industries being held in Kaufmann's during the month of November, we have one of the finest examples of this advancement in modern theories of business methods ever proposed in this country.

s In The Essay Contest

The Exposition of itself is an undertaking of stupendous proportions, for rareties and objects d'art from all parts of the world have been assembled, making a collection of articles not only of intrinsic value, but also rich in interest and historical background.

The tapestries alone, are an exhibition in themselves. The Gobelin family was an old, old one in France. The members were originally dyers, and then later made tapestries especially for King Louis the 14th, and their tapestries are of the finest in the world. These tapestries on display are as rich in exquisite coloring and design, as they are in historical value.

The exhibition of clothes is fascinating, showing the change in styles, in men's dress as well as in women's. There are models of the dress of definite periods and in these collections there is apparel worn by queens and princesses. Along with the exhibition of such rare antiques, there is a display of modern products, dedicated especially for this exhibit. There are gowns, originals from Paris designers being shown in the dress department.

In the glassware there is a display of exquisite Lalique sent just for this occasion. There is a collection of onyx marble, and beautiful onyx marble lamps made by the Rembrandt Lamp Company, and also magnificent semi-precious jeweled lamp, made as a special courtesy to the holders of this exhibition and sent as a token of that manufacturer's appreciation of Kaufmann's undertaking in holding this exhibition.

But aiming to do even more than bring before the public a collection of rare things, the exhibition has further aimed to show the progress in industries and the arts. In each department, there is something on exhibit to show the development of that particular industry. For instance, there is an exhibit of gorgeous silks from all parts of the world, and there is a machine showing how silk thread is made. There are all kinds of machines and instruments in action, in the various departments, showing how different products are made and there are moving pictures showing the manufacture of other articles. There are, too, modern inventions on display, the greatest of which is the demonstration of radio photography, publicly demonstrated in Pittsburgh for the first time during this exposition.

And last but not least are the celebrities, noted in art and science, who have come to address Kaufmann's audiences and to express their commendation of this exhibition. They have been most enthusiastic in their approval and applause of the undertaking, as well they might be, for it is a novel idea, and one that has successfully brought before the people, a survey of industry's progress that has never before been so concisely presented.

DOROTHY KRIEGER.
Lamps.

Space does not permit us to give completely the essays which won second and third prizes, but the first three paragraphs of the second prize essay show the spirit of individual appreciation which is its key-note:

"AN APPRECIATION"

"The International Exposition of Arts and Industries has provided for me a great educational opportunity. I have been taught to look for the art and the romance in all things, to search for the artistic side of the commonplace. In point of fact, it has been shown to me that there is nothing which is uninteresting and commonplace. I am now convinced that glamour and interest, drama and poetry, color and charm can be found in everything. I can appreciate the skill and consummate craftsmanship required for the production of articles found in common use.

The Exposition has taken the vast panoramic canvas of civilization and has reduced it to exquisite little etchings, which express perfectly the spirit of the whole, and has presented these to me for study. The value of such a gift can hardly be expressed in words, even by the most gifted writer.

The Exposition has shown me, in all its many phases the work of the world, and has brought to me the story of civilization. It has taught me the history of commerce in a most vivid manner. It has shown me the important part which trading and commerce have played and are playing in the development of mankind. It has opened in my mind a trend of thought which will develop ultimately into a distinct asset."

The essay awarded third prize describes one exhibit and is particularly interesting in that it shows how much romance is attached to one object when we consider its beauty and historical setting. In describing a vase, this writer said:

"AN IMPRESSION OF THE EXPOSITION"

"We also learned that the vase before us was exclusive in design, hand made and decorated, and brought here from Venice, Italy.

It wasn't hard to visualize its entire setting. To remember Venice, meaning blessed, a French name for the city bounded on the East coast of Italy, by fugitives from the Roman province of Venetia; to remember it as a city built on spiles and its thoroughfares mostly canals and its gondolas the principal mode of transportation.

The higher price did not seem so high now. It seemed, on the contrary, inadequate to pay for the many hours of patient painstaking labor involved in its making."

From the viewpoint of its general value to the history of commerce, of its inspiration to an individual, and of the interest in one particular exhibit, these essays are an excellent representation of the worth of the Exposition to the fellow-workers of Kaufmann's. Every one of us has learned many new facts. But it is not the information that we have gained so much as the realization of the broader aims of merchandising that is most valuable to all.

One Challenge Answered—Another Given

The store bowlers took up the challenge issued by the North Side Service Station League, and the results were not as disastrous as the store team expected. In fact, it is admitted that the North Side bunch has some pretty good bowlers.

Following are the results of the match played November 29:

Staube.....	114	132	84	330
Wells.....	79	137	125	341
Beyers.....	134	140	146	420
Croke.....	98	102	138	338
Doyle.....	126	141	102	369
	551	652	595	1798

Weiland.....	112	145	157	414
Linder.....	124	111	129	364
Drake.....	109	144	144	397
Stevens.....	127	130	148	405
Thomas.....	87	134	108	329
	559	664	686	1909

About one hundred spectators witnessed the event, ninety-nine of them from the North Side. Mr. Burton, of the statistical department was the rooster for the store team. Aleck Wassel from the lamp department was scorekeeper during the first game but he was relieved in the second game by Ed. Brush of the delivery department.

ATTENTION, MR. ERB!

What's the matter, Erb, you're not afraid of the North Side bunch, are you? We are still waiting to play that game with your team.

—N. S. BOWLING LEAGUE.

* * *

Miss Lee Giving Lectures on Beauty

The lectures that are being given at the Y. W. H. A. by Miss Lee of the Adoria Beauty Salon have proved highly successful from many angles. The subjects are "Intelligent Care of the Hair", "Dare You Face the Sunlight?" and "Personal Appearance As It Affects Your Job." They have been well attended and Miss Lee found that after talking to the girls for more than an hour she had spent another hour answering questions. In her own way of expressing it, "Lecture a success---speaker went to the hospital." The latter is true, but we doubt that she went as a result of the lecture.

We are very glad that Miss Lee has recuperated and is in the store again. She says that her best Christmas gift was a "clean bill of health" from her doctor.

* * *

FAMILY PARTY

"Lady, could yer gimme a quarter to get where my family is?"

"Certainly, my poor man, here's a quarter. Where is your family?"

"At de movies."

An "Ace's" Idea of Expert Salesmanship

In a recent issue of a trade magazine a report was given of an interview with a successful saleswoman of a New York store.

Below are listed the eight factors which she considered the most important in order to gain success in selling:

1. A fundamental knowledge of your merchandise, that you may give an intelligent and convincing description of the merits of that particular merchandise to the customer, is, in my opinion, the foremost requisite for good salesmanship.

2. To be thoroughly familiar with your stock and its location, so that you can readily procure something the customer may desire, is very necessary. An orderly, well-kept stock inspires the customer's confidence in your ability.

3. Try to be co-operative and progressive, remembering that the customer's problems are to a certain extent the Buyer's problems. Endeavor to ascertain just what type of merchandise is appealing to them. You can render invaluable aid to your Buyer, who is eager and anxious to act upon suggestions that will improve his department and maintain its efficiency.

4. Be resourceful. If you happen not to have what the customer wishes, try in a tactful manner to substitute other merchandise which you think may interest your customer. I have found from my own experience that approximately eight out of ten will buy the substitute. Do not be too persuasive. Let the customer think you are depending entirely on her wishes.

5. Remember that cheerfulness is a wonderful asset in the business world. Try to radiate cheer at all times. You may be feeling grouchy inside, but you can at least simulate cheer. Everyone who approaches your counter may or may not be a potential customer, but a cheerful countenance paves the way and puts the customer at ease.

6. Be kind and considerate toward the new salesperson and help her all you can. Try to visualize your first day, and remember how much you appreciated a friendly attitude, and it will serve as an incentive for you to set the newcomer a good example.

7. Do not accustom yourself to a fixed standard in your daily routine. Try to do a little more than is required of you. Feature your merchandise in an attractive way, take a personal pride in your department and then you will have the satisfaction of knowing that you have been thorough in the performance of your duty.

8. It is the service we render from the beginning which in most instances is the determining factor in putting the sale across. Courtesy and service at all times should be our aim. A satisfied customer is a permanent customer, who ultimately adds to the prestige of an organization whose chief aim is service, first, last and always.

* * *

FOUND—Two small white gold pins.

One 1922 class ring

A section of a woman's white gold wrist watch chain.

The owner may obtain the articles by identifying them at the Timekeeper's Office, Tenth Floor.

The AD. Office Recalls Childhood Ambitions



It's a dog-gone shame
Mrs. Collins couldn't
have this



Dorothy wanted to
be a working girl—
and is!



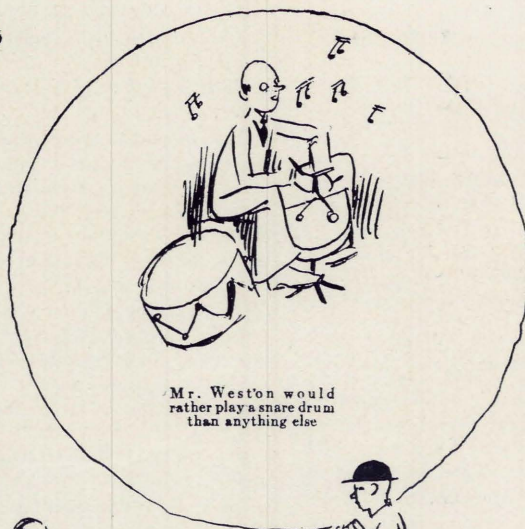
How you went astray
Miss Weiland!



Mrs. Spindler
really became
an...



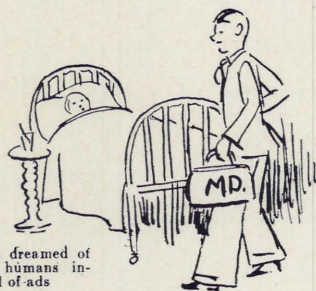
Mr. Broida is far from
realizing this—ask him.



Mr. Weston would
rather play a snare drum
than anything else



Mr. Miffler
wanted to be a
Gigolo

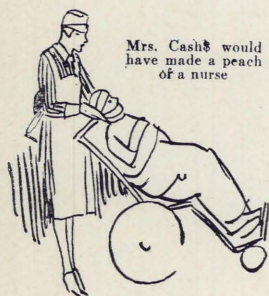


Mr. Angle dreamed of
doctoring humans in-
stead of ads

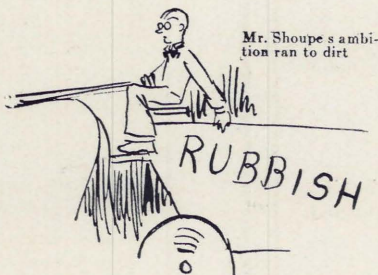
Mr. Detrick
wanted to pluck
souls from h...



Pat Dolan is a
true Sinn Feiner



Mrs. Cash\$ would
have made a peach
of a nurse



Mr. Shoupe's ambi-
tion ran to dirt



Mrs. Thompson would
have liked to be a home
body



Mrs. Murphy started
young to detest over-
eating

STATION N-E-W-S BROADCASTING

Men's Furnishings

George Steinhauser, baritone of the department, entertained the invisible audience through WJAS Monday evening, December 20.

Harold Braverman is becoming a regular Beau Brummel. At a recent Y.M. & W.H.A. dance, he won the prize fox trot.

Sid Dickler excited some curiosity in the department when he began purchasing handkerchief dolls in wholesale quantities. It's to be hoped that the girls didn't get together and compare gifts.

The necktie department has a new version of the old adage—"Don't count your chickens before they're hatched." It is "Don't count too much on the ice cream until you know its age."

TOILET GOODS DEPARTMENT

The Drug department wishes to extend its sympathy to Mr. Harry Thomas in his recent bereavement.

We hope you like your new place, Miss Rhodes.

Marion Weintraub must have had roller skates or wings during December—she flew about the department so quickly.

Sarah Gropper must have caused many a young man to rise in some girl's estimation by helping him to select the right perfume.

Miss Schuh and Miss Hunter are keeping up the good work. If you want to see some real stock keeping, you should take a look at their section.



Basement News

Miss Nellie Finie is the clever girl who knows how to save time. She went out to lunch one nice day and returned with a marriage certificate as the bride of Mr. Bert Fisher.

Mr. and Mrs. Fisher will make their home in Bridgeville. Their many friends wish them years of happiness.

Miss Lenehen is back in the alteration department after being out for some time on account of illness. She is looking fine and is happy once more.



Mrs. Salomon has started on her European buying trip. The department wishes her a most pleasant and successful voyage.

Housefurnishings Department

We would advise Miss Nora Smith not to wait for her neighbor to leave the street car first. She may be going a mile farther.

Mrs. Olga Fee of baskets has left us. We miss her smiles.

We are glad to report that "Daddy" Brown is recovering from his injuries. He fractured two ribs when he fell on the ice on December 6. We hope to have you with us soon again, Dad.

We are sure, Marie, that your "undertaker" friend would do the last thing in the world for you.

Lately, Mr. Campbell seems to be very much interested in cashiers and cashiering.

Housefurnishings takes this opportunity to congratulate "Grandma" Stubbs on the arrival of a little granddaughter, Dorothy Jean.



The Vollrath House makes a very nice trysting place, doesn't it, Mary?

Since Ralph is gone these are lonely days for one check collector.

Never mind, Broph, "Love will find a way."

Who lulls the little fish to sleep
And tucks the birds to bed?
Maggie Seaweed!

It's nice to be able to travel to work in a roadster, Miss Morgan.

We are sure Tony doesn't know as much about radios as you do, Marion.

When we see Ida with a marcel
Although she'll never tell,
We know she's booked for a party.



RESPECT FOR LAW

Cop—"Why didn't you stop when I yelled back there?"

Driver (with great presence of mind)—"I thought you said 'Hello, Senator.'"

Cop—"Well, you see, Senator, I was going to warn you about going too fast in the next town."

—G. F. O.

Shoe Findings

The Christmas slipper business is like nature's fruit supply. It is very good every other year, and this year is the very good one. As a gift, a pair of slippers will warm anybody's soul, but in this case the soles of their feet are made comfortable.

Dr. Boyle, the ever-smiling chiropodist has reason to smile these days. After "copping" some of our stock room space, he now has very palatial headquarters, including all the latest improvements—even a buzzer. Recently "Sonia" visited him, and whether his new quarters or himself was the attraction is still a question.

Miss Kaminkovitz was the unfortunate victim of an accident in the department. She fell over one of the rolling mirrors and caused a crowd to gather that would have done justice to any of our semi-annual shoe sales. However, we are glad there was no serious damage.

Mrs. Rieh, formerly Miss Gilleland who was with us some time ago, is again in the department.

Ann Zarkowitz, after being absent for a year is again hobnobbing around the department. She was with the store for a number of years, but is looking as young as the ever-youthful Peter Pan. Is it Helena Rubenstein's compounds or have you discovered Ponce de Leon's fountain of youth?

Mr. Rosenbloom of the Men's shoe department rivals Hercules in supporting massive columns, cases and ledgers, but he balances this up at the end of the day with a fine book.

Mr. Goldstein is a newcomer but he is gradually finding his bearings in the department.

Mr. Braun is putting on the market a new novelty mustache. It is the baseball variety—nine on each side. And he still hopes to be successful in raising a real one! Give it time.

We were delighted to receive the Christmas present that Mr. Elkins, manufacturer of Adoria shoes gave to each of us. The present was a pound box of Johnson's chocolates. We express our heartiest thanks to Mr. Elkins through the Storagram. At the rate of one piece per week Palmer says he will only have to buy a half pound more till he gets another box next Christmas.

Mr. Fallon received a gift that couldn't be envied by anyone. While visiting his folks in Uniontown, his apartment in McKees Rocks burned down, demolishing his new furniture. Fortunately Mr. Fallon had enough left to purchase the groceries. We sympathize with him and would be glad to render any possible assistance.

Mr. Ballytine and his retinue of assistants, Mr. Droschak, Miss Myers and Miss Trumper of the shoe receiving have given us wonderful cooperation through the past year. We wish them a very happy and good year for 1927.

Schaefer and Curka of the Men's shoes are at their endless battle for the lead in sales. They are running neck and neck now, but "Dad" Schaefer is favored to win by nature. He is a head taller, so he will probably win by a head when the bells toll 12 o'clock.

Maxims to Guide a Youth

By YOUR NEIGHBOR

Keep good company or none. Never be idle; if your hands cannot be usefully employed, attend the cultivation of your mind.

Always speak the truth; make few promises and carry them out.

Good company and good conversation are the very sinews of virtue. Good character is above all things; you had better be poisoned in your blood than in your principles.

Never speak lightly of anyone.

Make no haste to be rich. Small and steady gains give competency with tranquility of mind.

Ever live within your income; earn your money before you spend it; never run in debt, unless you see a way to get out of it.

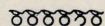
Never think that what you do to alleviate the sufferings of your fellow-beings is time or money lost.

Be kind and generous for the whole human family is depending one upon the other.



The offices of the furniture cashiers and the offices of the furniture Bureau of Adjustment have moved from the Fifth Avenue side of the floor (rent too high) and are now located on the Diamond Street side. The space formerly occupied by these offices will be made into additional furniture display rooms.

Mr. Joseph Cavanaugh who until a few weeks ago was superintendent on the first floor is now acting in the capacity of superintendent of the eighth floor. Mr. Cavanaugh has been with us only a short time but we are sure that he is going to be well liked by all the furniture bunch.



Eleventh Floor

The Contract department should be getting brighter and brighter considering the number of diamonds that are appearing there. Miss Hogan and Miss Westward are the two most recently added to the list of "engaged."

The victrola, Piano and Musical Instrument Departments together with the Big Store extend their sympathy to Mrs. N. Walrath, former buyer in the Victrola Department, upon the loss of her mother December 13th.

The eleventh floor gang were surely more than pleased to see the smiling countenance of Miss Kathryne Horne of the Radio Department yesterday, after Kathryne's discharge from the Mercy Hospital where she has been confined for quite some time due to an auto accident. She looked pretty good outside of a broken arm and a bad limp and we are expecting her back on the job soon, as there are a lot of the boys that would be willing to make out her checks until the arm is completely well.

The eleventh floor was well represented in the thirteenth floor dining room during the Saturday evening dinners. Eddie Weitz' Orchestra played one evening and Mr. Charles Caputo's another. The music of both was excellent and enjoyed by all.

The eleventh floor is beginning to look natural again with the Gift Furniture with us.

North Side Service Station

It looks as if Dick Croke had a little more confidence in himself since Sylvester left. Go to it, Dick, we're with you. If she says "No" the first time, don't give up.

Plans are being completed to have Mr. Degan and Mr. Bachmeyer, both of the Cabinet Shop, debate on the question of Prohibition at the next bowling league banquet.

Inspector Young thinks it would be a fine thing if Gus could reform his brother Ed.

Josephine said she did not expect him to give her anything for Christmas, but she would have been terribly disappointed if he had not.

There is one girl that believes in Santa Claus. It's Sarah.

The fellow-workers of the N. S. Service Station extend their sympathy to Mr. and Mrs. Charles Fastin in the death of their daughter.



Fourth Floor

On December 1, Mrs. Durham who had been the buyer of the Misses' dress department for a number of years left the store to open a specialty shop of her own. We wish her all success in her new business venture.

Miss Cohen who has been buyer of our sports shop since August will take over the additional responsibilities of buyer of the misses' dress department. We are sure that she will prove as successful in this department as she has been in the sports shop.

We extend our sympathy to Mr. Gattman whose mother died recently.

Mr. O'Brien visits our department daily. He claims that the sport wear section has the best pencil sharpener in the whole store. Of course one alibi is as good as another when we all know what the real attraction is.



Third Floor

Miss Nagy is going to sign a contract for life soon. The first name of the other person in the contract is "Francis." We hope that Julia will tell us his last name and the date of the wedding and not surprise us by slipping away to be married.

A certain person in the infants' department was very much disappointed that Mr. Clinkenbeard did not get a pack of cards for Christmas.

We were all very glad to see Miss Jones back in the department after a week's illness in December.



Almost everyone knows the two intellectual looking young men who guard the portals to Mr. Meyers' and Mr. Minnich's office. We have just discovered that both are seniors at Duquesne University—Mr. Biss in Law and Mr. Kelly in Accounting. Both their countenances decorate the year book, and Mr. Biss looks formidably "legal." It must be hard to put up an alibi in that office with a lawyer and an accountant to "weigh the case."



Mrs. Andrew Flannigan

December 25 will be a double holiday for Mrs. Flannigan for Christmas Day also will be her wedding anniversary. She was formerly Miss Katherine Harmon of the corset department. Her many friends on the sixth floor join in wishing her much happiness.

The girls of the house dress department who stayed in the store the last Saturday night before Christmas say they would be willing to stay anytime that they could get such a good supper. The goose and fish were equally favored by them.

Bonuses were distributed in the house dress department on December 18, and were they welcome? Well, the opinion of all was that they came just in the nick of time to get some people very nice Christmas gifts.

Mr. McLaughlin, floorman on the sixth floor, who has been out of the store for sometime on account of serious illness, was not forgotten by his friends in the store. The underwear, house dress and corset departments sent him fruit to cheer him on Christmas Day.

We are glad to have Miss Aber with us and hope that she will like selling negligees.

Millinery Department

Miss Pearl Messeroff has been wearing a sparkler for some time. We know that Abie Shectar is the lucky man, but do not know the date of the wedding.

The department extends its sympathy to Miss Bessie McCallum who lost her mother recently.

Miss Eieles is taking four weeks off to spend in warmer climes. We wish her a pleasant vacation.

We were very glad to see Miss McCormick and Miss Arnold in the department again after their absence on account of illness.

Miss Myers is going to West Virginia for the Holidays. She always looks forward to these visits to "the old home town." There must be some very special attraction there for her.

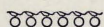
Miss Jarvis and Mrs. Pitman were among the bright lights before Christmas—selling in the lamp department.

Forbes Street Service Station

The last couple of weeks before Christmas were surely exciting in the delivery department. With thousands of packages passing through the delivery floor daily, it looked as if the whole world shopped at Kaufmann's.

Mr. Hanlan with an eagle eye singling out troubles and correcting them; Erb with his cheery "Good-bye, Heck" before the poor fellow had half his load on; Kelly with his genial "There's a lock broken on No. 5," and so on down the line—everybody busy but still good-naturedly getting things done.

However we hope that everybody got his package—in fact, he must have got it, because the slogan of the delivery was "You keep sending them over, we'll keep sending them out."



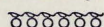
NEW YEAR'S RESOLUTIONS

And now the New Year is with us. Resolutions have been made and some of them broken; others are holding on by a thread.

Hadley resolved that the propagation and culture of a moustache takes up too much valuable time that might be used to better advantage.

McIntyre resolved that during 1927 he would take his tea without sugar and see if he couldn't lose some of his excess weight.

Most of the boys resolved that they would do next year's Christmas shopping in July and that's the way it goes. Nobody is entirely satisfied with himself and improvement can be looked for all along the line during at least the first week of January.



A DISAPPOINTMENT

And now something else has happened. We understand that the tenth of January isn't going to mean anything to our esteemed store-keeper, Bob Robinson. Something went wrong. We know him too well to feel that he reniged just because Christmas was here. Could it be possible that some one else has come into his life or was it the uncertainty of that mother-in-law question? This is a distinct disappointment to many as preliminary steps had already been taken to give him a stag shower and everybody that ever attended a stag shower knows just what has been missed.

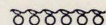
Wayne Leatherman, the trimmer, is still wearing his Charley Chaplin moustache he brought along with him. If he patted and stroked it as much as Hadley and Maxwell did theirs, it would not be so lumpy.

During the holiday rush two-thirds of the force was on night turn, and half the balance was on road calls. Sometimes it was as solitary as the morgue in the garage. Plenty of time for meditation!

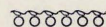
The way these overtime fellows fool their wives and mothers is a shame. Something like this is the order on pay-day. "One for me, one for her." In justice to most of them, however, when the tally doesn't come out even, the odds go to her.

COLD WEATHER

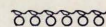
One morning during the recent cold snap, Marty McGraw, painter, was splashing on some primer. Something happened: Marty says he had a stroke; Hunter says he fell asleep; anyhow his paint brush was frozen solid to the panel.



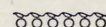
Lenox, an ardent radio fan, has been off the air for some time. Checking his ignition from A to Z, he discovered his trouble in the horn. Somebody had plugged it with an old shirt. Local comes in loud and clear again as usual.



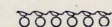
Willie Kinsler, who is taking a night course at Tech, is studying metallurgy. He wants to see what kind of iron machines are made of.



Mr. Lowrie, the tire man, gave an illuminating description of mining. He explained that they leave a pillar every here and there to keep the world up until all the coal is taken out. Then they knock the pillars out and let it fall down. That's likely the reason so many of our homes are neither plumb nor square.



Tom Cole worked overtime until it was too late to go home one night before Christmas. He took a furniture cover to the paint shop, a warm spot in our institution, and turned in. Tom is usually listening in until the wee hours so when Hunter came in in the morning he was startled to hear, coming from the interior of a newly painted truck, a voice a little hazy and surrounded with considerable static. "This is station KFI signing off, Good night."



A GOOD WORKING CODE FOR 1927

To work a little harder and with determination and intelligence.

To remember enough of the past to profit by its mistakes.

To worry never but to think seriously of the future and not only of today.

To play the game fair.

To be cheerful and keep smiling.

To perform my duties faithfully.

To develop courage and self-reliance.

To cultivate economy and to waste nothing of value.

To keep thoroughly posted and to know more about the business in which I am engaged.

To ignore courteously any display of jealousy or unfriendliness on the part of others.

To cooperate earnestly and sincerely with all my business associates.

—P. J. GAVIN.

Wedding Presents

TO BRIDES WHO HAVE BEEN WITH THE STORE FIVE YEARS OR LONGER

Name	Department	Years in the Store	Gift
Alice Lucot	Credit Office	6	Flat Silver
Marion Breen	Boys' Hats	5½	Flat Silver
Fannie Goldstein	Jewelry	6	Bridge Lamp
Mercedes Taylor	Corsets	5½	Clock
Freda Rubin	Credit Office	5½	Flat Silver
Marie Ott	Jewelry	6	Flat Silver
Hilda Dwyer	Executive Office	7	Glassware
Minnie London	Bureau of Adjustment	6½	Flat Silver
Helen Barney	Millinery	6½	Flat Silver
Madeline Dorsch	Basement Draperies	6	Flat Silver
Jane Stough	Lace Curtains	5	Flat Silver
Mary Bernstein	Alterations	7¾	Flat Silver
Dora Brody	Boys' Suits	9	Flat Silver
Agnes Moran	Service Desk	6	Flat Silver
Agnes Griffen	Service Desk	12	Silk Comfort
Hilda Karrasch	Knit Underwear	8½	Flat Silver
Loretta Stadelman	Blouses	5	Flat Silver
Lillian Rosemeyer	Notions	8	Lamp
Ida Tschippert	Bookkeeping	9½	Lamp
Emma Snack	Auditing	6	Clock
Bessie Hill	Imports	6	Tea Set
Rose Hansman	T Contingent	9½	Table Linen
Catherine Rafferty	Ivory Goods	7½	Table Linen
Flora Mutschler	Credit Complaint	10	Flat Silver
Sophia Jasick	Tea Room	7	Blanket and Spread
Anna Cleis	T Contingent	6	Lamp
Grace Robak	China	5	Flat Silver
Ida Keller	Bookkeeping	7½	Flat Silver
Catherine Scully	Boys' Overcoats	6	Clock
Catherine Erska	Inexpensive Dresses	6	Flat Silver
Stella Held	Belts	6	Flat Silver
Anna Rice	Men's Sweaters	6	Flat Silver
Julia Clifferty	Lamps	6	Flat Silver
Amelia Vikovic	Ladies' Gowns	9	Flat Silver
Hazel Lux	Tea Room	6	Flat Silver
Marie Hewitt	Alteration	6	Flat Silver
Mamie Henry Cooner	340	10	Flat Silver

WASH GOODS DEPARTMENT

All the fellow-workers of department fifty and fifty-one extend their sympathy to Mrs. Holmes and Miss Kalb who have been among the missing in our department on account of illness.

We wish to welcome Miss Frankowski and Miss Brassman into our department here and hope they will enjoy the family spirit which prevails in here.

Mr. Lacey is our new floorman and he seems very popular already.

Customer: "I would like to see some plain gingham."

Miss Cavanaugh: "What color, please?"

Customer: "The color of a duck's foot."

Mr. Bragg who comes to us from another Pittsburgh store feels very much at home in our linen department

We are all glad to have Miss Nicolas back with us after a prolonged illness. Miss Nicolas' genial manner and bright smile were greatly missed during her absence.

GOOD WORK

Of course, everyone saw and admired the Christmas boxes, and asked to have every gift they purchased packed in one. An important factor in keeping the departments properly provided with all these boxes was the supply room. John Eberly and his staff of sturdy young helpers handled a larger supply of boxes than ever before and with about one-half the space. Mr. Adelsheim's pet is the supply room, but we agree with him that "John and his boys" did nobly.

A "SWEET" REWARD

That good service deserves a reward was the idea of Mrs. Elizabeth Turner Smith of Clarksville, Tennessee, when she sent a box of candy to the Boys' Blouse Department. She did not mention anyone's name in particular, so everyone in the department received a share of the gift and feels very kindly towards Mrs. Smith.

Turning Over a New Leaf

You're like the rest of us, old scout
And swear each year you'll be
A better chap ere the year runs out
Into Eternity,
That's how you *know* you'll keep out in front—
Only you don't!

You're going to put a raw-hide brake
On all profanity,
An angel child, while you're awake,
Asleep, from faults you're free!
You've made up your mind what to do, and don't—
Fine—but you won't!

On good intentions you are strong,
A halo hangs above
Your head—and you can think no wrong—
Your heart is filled with love!
For a day, perhaps, you feel like a saint—
Only you ain't!

We've all been there—don't think you're queer,
It is the way of man—
To try improvements every year,
His faults to sternly scan.
But stick to the idea, just the same—
It's some fine game!
—EXCHANGE.

Time, you old gypsy man

Time, you old gypsy man,
Will you not stay,
Put up your caravan
Just for one day?

All things I'll give you
Will you be my guest,
Bells for your jennet
Of silver the best.
Goldsmiths shall beat you
A great golden ring.
Peacocks shall bow to you.
Little boys sing.
Oh, and sweet girls will
Festoon you with May.
Time, you old gypsy,
Why hasten away?

Last week in Babylon,
Last night in Rome,
Morning and in the crush
Under Paul's dome;
Under Paul's dial
You tighten your rein—
Only a moment,
And off once again;
Off to some city
Now blind in the womb,
Off to another
Ere that's in the tomb.

Time, you old gypsy man,
Will you not stay,
Put up your caravan
Just for one day?

—RALPH HODGSON.